Claims

1. A method of ordering a product or service promoted on a broadcast transmitted by a broadcast station, said method comprising:

receiving a signal from a remote transceiver at a service center, said signal having a client identification information, a frequency of said broadcast, a location where said broadcast was received, and a time when said broadcast was received;

identifying said broadcast station using said frequency and said location;

determining said product or said service promoted on said broadcast using said time; and

ordering said product or service.

2. The method of claim 1, wherein said determining step includes accessing a station log of said broadcast station to obtain an identity of said provider of said good or service.

3. The method of claim 2, wherein said ordering step includes contacting said provider of said service to order said product or service.

4. The method of claim 1, wherein said ordering step includes delivering said product or service to said client.

5. The method of claim 1, wherein before said receiving step, said method includes determining said location and said time with a global positioning system unit.

6. The method of claim 5 further including after determining said location step, the step of initiating said transceiver to transmit said information with a switch on a client terminal.

7. The method of claim 6, further including the step of connecting said client terminal to a broadcast receiver to access said frequency.

8. The method of claim 6, wherein said method further includes connecting said client terminal to a global positioning system unit to obtain said location and said time.

9. An apparatus for ordering a product or a service promoted during a broadcast received on a receiver, said apparatus interacting with a service center for ordering said product or service, said comprising:

a client terminal having an interface having an electronic control unit, a switch and a transceiver, said electronic control unit being interconnected with said broadcast receiver to obtain a frequency of a station to which said broadcast is tuned to receive, said electronic control unit connected with a global positioning system unit to receive a location where said global positioning system unit is located and time associated with said location, said

switch operable to send a signal to said electronic control unit to transmit said frequency, said location, said associated time and a client identifier to said service center to facilitate ordering of said good or service.

10. The apparatus of claim 9, wherein said switch further comprises a push button.

11. The apparatus of claim 9, wherein said client terminal includes said global positioning system unit and said receiver.

12. The apparatus of claim 9, wherein said client terminal is mounted to a vehicle.

13. A system for ordering a product or service promoted during a broadcast received on a broadcast receiver, said system including:

a service center having a radio receiver and a database having client information;

a client terminal having an electronic control unit, a switch and transmitter, said client terminal connected to said broadcast receiver to obtain a frequency of a broadcast station to which said receiver is tuned, said electronic control unit connected with a global positioning system unit to receive a location of where said global positioning system unit is located, a time associated with said location, said switch operable to send a signal to said

service center by said transceiver, said signal having a client terminal identifier, said location, said associated time and said frequency; and

a communication link between said service center and a log of a broadcast station for determining said product or service promoted during said broadcast.

14. The system of claim 13, further including a communication link between said service center and a provider of said goods and services.

15. The system of claim 13, wherein said client terminal is mounted to a vehicle.

16. The system of claim 13, wherein said switch is a push button.